



PATENT
Attny Dkt No.: 11032-3068

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: MERRIMAN, Dwight Allen et al.

Appl'n No.: 10/798,340

Filing Date: 12 March 2004

For: METHOD OF DELIVERY, TARGETING, AND
MEASURING ADVERTISING OVER NETWORKS

Group Art Unit: 3714

Examiner: Laneau, Ronald

Mail Stop: Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office action mailed on January 17, 2008 (May 17, 2008 falling on a Saturday), Applicants respectfully request reconsideration of the application in light of the following remarks.

A **Listing of the Claims** begins on page 2 of this paper.

Remarks begin on page 3 of this paper.